



Overview

Through the Global Health Partnerships (GHP) program, a comprehensive approach to help tackle the global cancer epidemic, Pfizer Inc and The Pfizer Foundation* invested approximately \$47 million over four years (2008-2011) in 32 promising cancer and tobacco control organizations in 46 core countries united by the shared mission of accelerating the pace of progress in the fight against cancer.

Goal

To support innovative public health partnerships that demonstrate measurable impact in tobacco control and cancer control and will serve as global models in improving health intervention outcomes.

The Need

By 2020, the incidence of new cancers is expected to rise by 50 percent to between 15 million and 16 million cases annually. Of these, 75 percent will strike in developing countries, those least prepared to respond. Nearly 80% of the world's one billion smokers live in low- and middle-income countries. (WHO 2011)

Partners

Pfizer's 32 local partners implemented programs on the ground while the Johns Hopkins Bloomberg School of Public Health provided customized technical assistance and evaluation support. Local partner organizations benefited from the customized support, learning how to improve their ongoing program efforts and how to develop an evidence base to build upon for future programming.



Regions Served

Asia, Africa, South America, Latin America, Middle East, Europe, United States and Canada

Program Results

Since 2008, grantees have implemented various approaches to reach individuals in both tobacco control and cancer control resulting in over 97 million people touched by the GHP program. Highlights include:

- Cancer screenings for over 27,000 individuals to support early detection
- Nearly 16,000 patients navigated through health systems for cancer care and treatment
- Over 266,000 healthcare workers trained, building the capacity of local tobacco control efforts
- Over 54,000 patients counseled on how to quit smoking

Planning for sustainability was another important component of the GHP program. At least twelve grantee organizations have been able to leverage their GHP program to attract additional support to continue their efforts. Three organizations have received commitments from external partners to specifically continue or expand the work of their GHP program.

*The Pfizer Foundation is a charitable organization established by Pfizer Inc. It is a separate legal entity from Pfizer Inc with distinct legal restrictions.

The GHP program is part of Pfizer's corporate social investment strategy that focuses on leveraging the full range of the company's resources — people, medicines, expertise and funding — to broaden access to medicines and strengthen health care delivery for underserved people around the world. For more information, please visit www.pfizer.com/responsibility

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